

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant :	Brian Axe et al.	Art Unit :	3622
Serial No. :	10/656,917	Examiner :	Alvin L. Brown
Filed :	September 5, 2003	Conf. No. :	8377
Title :	IDENTIFYING AND/OR BLOCKING ADS SUCH AS DOCUMENT-SPECIFIC COMPETITIVE ADS		

**Mail Stop Amendment**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF MAY 23, 2008

Please amend the above-identified application as follows:

Amendments to the claims are reflected in the listing of the claims which beings on page  
2 of this paper.

Remarks begin on page 15.